

information determines that a swap is appropriate," as recited in Claim 32. Claim 32 should be allowed.

Applicant further contends that Claims 33 and 34 are patentable, both for their dependence on Claim 32 and for the additional subject matter they recite. For example, Claim 33 is directed to a method wherein replacing the link information associated with the first advertisement with the link information associated with the second advertisement is performed at a broadcast center. The Office Action's reliance on Hinderks in combination with Hite, Bendinelli and Zigmond is misplaced. Applicant respectfully submit that Hinderk's national/local advertising system does not suggest replacing link information, let alone at a broadcast center.

Claim 34 is directed to a method wherein replacing the link information associated with the first advertisement with the link information associated to the second advertisement includes redirecting to an address associated with the second advertisement. As with Claim 7 discussed above, the Office Action cited Bendinelli as disclosing redirection to an address associated with the second advertisement, where in fact, Bendinelli teaches nothing about redirection. As discussed above with respect to Claim 18, the simple association of a URL with a displayed program, as taught by Bendinelli, does not suggest or infer replacing link information by redirecting to an address of the second advertisement.

Reconsideration and allowance of Claims 32-34 is requested.

#### CONCLUSION

Because the Office has not stated a *prima facie* case of obviousness, the rejections should be withdrawn. Independent Claims 1, 15, 19, 22, 27, 29, and 32 recite subject matter that is patentably distinguishable over the cited and applied references. Claims 2-14, 16-18, 20-21, 23-26, 28, 30-31, and 33-34 are allowable because they depend from allowable independent

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claims and because of the additional features added by those claims. Consequently, reconsideration and allowance of Claims 1-34 is respectfully requested.

Applicant also requests an indication that applicant's "3rd Supplemental Information Disclosure Statement" submitted on September 22, 2005, prior to the last Office Action, has been considered by the Examiner. An initialed copy of the IDS would be appreciated.

Respectfully submitted,

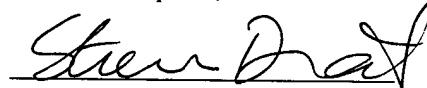
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I hereby certify that this correspondence is being deposited with the U.S. Postal Service in a sealed envelope as first class mail with postage thereon fully prepaid and addressed to Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the below date.

Date: 1.4.2006



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